

## **KTVL Annual EEO Public File Report**

October 1, 2010 – September 30, 2011

The purpose of this EEO Public File Report is to comply with Section 73.2080 of the FCC's 2002 EEO Rule. This report is placed in the public inspection files and the KTVL website.

The information in this report covers the time period beginning October 1, 2010 to September 30, 2011 (the "Applicable Period"). The FCC's EEO Rule requires that this report contain the following information:

1. A list of all full-time vacancies filled by the station during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the outreach initiatives undertaken.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. For purposes of this report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

**KTVL Annual EEO Public File Report  
October 1, 2010 thru September 30, 2011**

**Appendix 1  
VACANCIES FILLED DURING REPORTING PERIOD**

	<b>Vacancy Title</b>	<b>Sources Used to Announce Vacancy</b>	<b>Source of Hiree</b>
1	Interactive Content Producer	<p>Freedom.Com Website 17666 Fitch Irvine, Ca 92614 949-253-2300 Jamie Flores <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p> <p>KTVL.Com Website <a href="http://www.ktv.com">www.ktv.com</a> Oregon Employment Department <a href="http://www.emp.state.or.us/joborders">www.emp.state.or.us/joborders</a></p> <p>Craigslist <a href="http://www.medford.craigslist.org">www.medford.craigslist.org</a></p> <p>Oregon Association of Broadcasters 7150 SW Hampton St. Suite 240 Portland, OR 97223-8366 <a href="mailto:theoab@theoab.org">theoab@theoab.org</a> Bill Johnstone</p> <p>All sources on appendix 2</p>	Freedom.com
2	News Director	<p>Freedom.Com Website 17666 Fitch Irvine, Ca 92614 949-253-2300 Jamie Flores <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p> <p>KTVL.Com Website <a href="http://www.ktv.com">www.ktv.com</a></p> <p>Oregon Association of Broadcasters 7150 SW Hampton St. Suite 240 Portland, OR 97223-8366 <a href="mailto:theoab@theoab.org">theoab@theoab.org</a> Bill Johnstone</p>	Referral

		All sources on appendix 2	
3	Reporter	<p>Freedom.Com Website  17666 Fitch  Irvine, Ca 92614  949-253-2300  Jamie Flores  <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p> <p>KTVL.Com Website  <a href="http://www.ktv.com">www.ktv.com</a></p> <p>Oregon Association of Broadcasters  7150 SW Hampton St. Suite 240  Portland, OR 97223-8366  <a href="mailto:theoab@theoab.org">theoab@theoab.org</a>  Bill Johnstone</p> <p>All sources on appendix 2</p>	TVjobs.com
4	Interactive Account Executive	<p>Freedom.Com Website  17666 Fitch  Irvine, Ca 92614  949-253-2300  Jamie Flores  <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p> <p>KTVL.Com Website  <a href="http://www.ktv.com">www.ktv.com</a></p> <p>Oregon Association of Broadcasters  7150 SW Hampton St. Suite 240  Portland, OR 97223-8366  <a href="mailto:theoab@theoab.org">theoab@theoab.org</a>  Bill Johnstone</p> <p>All sources on appendix 2</p>	Freedom.com
5	Executive News Producer	<p>Freedom.Com Website  17666 Fitch  Irvine, Ca 92614  949-253-2300  Jamie Flores  <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p> <p>KTVL.Com Website  <a href="http://www.ktv.com">www.ktv.com</a></p>	TVjobs.com

		<p>Oregon Association of Broadcasters  7150 SW Hampton St. Suite 240  Portland, OR 97223-8366  <a href="mailto:theoab@theoab.org">theoab@theoab.org</a>  Bill Johnstone</p> <p>All sources on appendix 2</p>	
6	Reporter (Part-time)	<p>Freedom.Com Website  17666 Fitch  Irvine, Ca 92614  949-253-2300  Jamie Flores  <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p> <p>KTVL.Com Website  <a href="http://www.ktv.com">www.ktv.com</a></p> <p>Oregon Association of Broadcasters  7150 SW Hampton St. Suite 240  Portland, OR 97223-8366  <a href="mailto:theoab@theoab.org">theoab@theoab.org</a>  Bill Johnstone</p> <p>Broadcast Employment Services  <a href="http://www.tvjobs.com/">www.tvjobs.com/</a></p> <p>All sources on appendix 2</p>	KTVL in-house
7	Reporter	<p>Freedom.Com Website  17666 Fitch  Irvine, Ca 92614  949-253-2300  Jamie Flores  <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p> <p>KTVL.Com Website  <a href="http://www.ktv.com">www.ktv.com</a></p> <p>Oregon Association of Broadcasters  7150 SW Hampton St. Suite 240  Portland, OR 97223-8366  <a href="mailto:theoab@theoab.org">theoab@theoab.org</a>  Bill Johnstone</p> <p>Broadcast Employment Services  <a href="http://www.tvjobs.com/">www.tvjobs.com/</a></p>	TVjobs.com

		All sources on appendix 2	
8	Reporter	<p>Freedom.Com Website  17666 Fitch  Irvine, Ca 92614  949-253-2300  Jamie Flores  <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p> <p>KTVL.Com Website  <a href="http://www.ktv.com">www.ktv.com</a></p> <p>Oregon Association of Broadcasters  7150 SW Hampton St. Suite 240  Portland, OR 97223-8366  <a href="mailto:theoab@theoab.org">theoab@theoab.org</a>  Bill Johnstone</p> <p>Broadcast Employment Services  <a href="http://www.tvjobs.com/">www.tvjobs.com/</a></p>	TVjobs.com
9	News Anchor	<p>All sources on appendix 2</p> <p>Freedom.Com Website  17666 Fitch  Irvine, Ca 92614  949-253-2300  Jamie Flores  <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p> <p>KTVL.Com Website  <a href="http://www.ktv.com">www.ktv.com</a></p> <p>Oregon Association of Broadcasters  7150 SW Hampton St. Suite 240  Portland, OR 97223-8366  <a href="mailto:theoab@theoab.org">theoab@theoab.org</a>  Bill Johnstone</p> <p>Broadcast Employment Services  <a href="http://www.tvjobs.com/">www.tvjobs.com/</a></p>	TVjobs.com
10	Reporter	<p>All sources on appendix 2</p> <p>Freedom.Com Website  17666 Fitch  Irvine, Ca 92614  949-253-2300</p>	Freedom.com

		<p>Jamie Flores  <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p> <p>KTVL.Com Website  <a href="http://www.ktv.com">www.ktv.com</a></p> <p>Craigslist  <a href="http://www.medford.craigslist.org">www.medford.craigslist.org</a></p> <p>Oregon Association of Broadcasters  7150 SW Hampton St. Suite 240  Portland, OR 97223-8366  <a href="mailto:theoab@theoab.org">theoab@theoab.org</a>  Bill Johnstone</p> <p>Broadcast Employment Services  <a href="http://www.tvjobs.com/">www.tvjobs.com/</a></p> <p>All sources on appendix 2</p>	
11	Technical Director/Editor	<p>Freedom.Com Website  17666 Fitch  Irvine, Ca 92614  949-253-2300  Jamie Flores  <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p> <p>KTVL.Com Website  <a href="http://www.ktv.com">www.ktv.com</a></p> <p>Oregon Association of Broadcasters  7150 SW Hampton St. Suite 240  Portland, OR 97223-8366  <a href="mailto:theoab@theoab.org">theoab@theoab.org</a>  Bill Johnstone</p> <p>Broadcast Employment Services  <a href="http://www.tvjobs.com/">www.tvjobs.com/</a></p> <p>All sources on appendix 2</p>	Freedom.com
12	Reporter	<p>Freedom.Com Website  17666 Fitch  Irvine, Ca 92614  949-253-2300  Jamie Flores  <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p>	Freedom.com

		<p>KTVL.Com Website <a href="http://www.ktv.com">www.ktv.com</a></p> <p>Oregon Association of Broadcasters 7150 SW Hampton St. Suite 240 Portland, OR 97223-8366 <a href="mailto:theoab@theoab.org">theoab@theoab.org</a> Bill Johnstone</p> <p>Broadcast Employment Services <a href="http://www.tvjobs.com/">www.tvjobs.com/</a></p> <p>All sources on appendix 2</p>	
13	Photographer/Editor	<p>Freedom.Com Website 17666 Fitch Irvine, Ca 92614 949-253-2300 Jamie Flores <a href="mailto:Jflores@freedom.com">Jflores@freedom.com</a></p> <p>KTVL.Com Website <a href="http://www.ktv.com">www.ktv.com</a></p> <p>Oregon Association of Broadcasters 7150 SW Hampton St. Suite 240 Portland, OR 97223-8366 <a href="mailto:theoab@theoab.org">theoab@theoab.org</a> Bill Johnstone</p> <p>Broadcast Employment Services <a href="http://www.tvjobs.com/">www.tvjobs.com/</a></p> <p>All sources on appendix 2</p>	TVjobs.com

**Total Number of Persons Interviewed #1 thru #13: 42**

**Total Number of Interviewees Per Recruiting/Referral Sources:**

KTVL.com	3
KTVL in house	5
Freedom.com	10
Craigslist.com	0

Oregon Employment Dept	0
Magid/One Research	0
Decision Toolbox	0
TVjobs.com	19
Internal Posting	0
Referral	5
Mail Tribune Newspaper	0
The OAB	0
Personnel Source	0
<b>South Asian Journalists Association</b>	0
<b>National Association of Hispanic Journalists</b>	0
<b>California Chicano News Media Association</b>	0

None of the organizations used for recruitment are entitled to vacancy notification except for those highlighted in bold font.



**KTVL Annual EEO Public File Report  
October 1, 2010 - September 30, 2011**

**Appendix 2  
RECRUITMENT SOURCE LIST**

South Asian Journalists Association  
[www.saja.org](http://www.saja.org)  
[Saja@columbia.edu](mailto:Saja@columbia.edu)

Nat'l Assoc. of Hispanic Journalists  
[www.nahj.org](http://www.nahj.org)  
[jobbank@nahj.org](mailto:jobbank@nahj.org)

Ca. Chicano News Media Assoc.  
[www.ccnma.org](http://www.ccnma.org)  
[ccnmainfo@ccnma.org](mailto:ccnmainfo@ccnma.org)

**KTVL Annual EEO Public File Report  
October 1, 2010 – September 30, 2011**

**Appendix 3  
RECRUITMENT INITIATIVES**

**Outreach Initiative #1**

Participate in at least four events or programs relating to career opportunities in broadcasting sponsored by educational institutions.

KTVL personnel participated in the following events during the reporting period:

11/10/2010 Promotion Manager, Mike Gantenbein, gave a tour to the Phoenix High School video production class. Fifteen students and their teacher, Ralph Frey, toured through the news room and watched a noon show in production.

12/16/2010 Mike Gantenbein gave a tour to Jacob Rasmussen, a home-schooled student. Jacob was shown how a television station works behind the scenes and how videos are edited.

01/04/2011 Kim Zerkel, a student at George Fox studying Communications, did a one day job-shadow in the KTVL newsroom. She spent time with our Interactive Content Producer, Ginger Shepherd, learning how to write and post stories on-line. She then sat in on the morning story meeting and covered two stories with reporter Jenica Villamor. Kim was involved in the stories from calls, to interviews, to writing to editing. She then watched the 5PM newscast from the studio and control room.

01/24/2011 Sebastian Robertson was a guest at Phoenix High School's Communications and Video Production class taught by Ralph Frey. Sebastian talked about his job and duties and how he prepares for anchoring. He, then, co-anchored the Phoenix High School announcements with a student, reading scripts written by the class who also served as production technicians.

03/11/2011 A group of four adults and six children from Children's Advocacy Center visited the station for the 5PM News. They observed operations in Master Control and the Studio during the live newscast. Sheila Giorgetti led the tour and also showed them the news room and explained the daily process of getting, writing and editing news stories.

04/12/2011 Sheila Giorgetti gave a group of Tiger Cub Scouts and their supervisors a tour of the station. The group consisted of seven Scouts and five adults. The group also watched the 5:00PM News.

06/08/2011 Mike Gantenbein served as a member of a three-person evaluation team who listened to, evaluated and commented on four presentations given by graduating Phoenix High School students. These presentations were the senior projects for the students and Mike was quite impressed with both the students and the projects.

### **Outreach Initiative #2**

Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

In October 2010, Sunni Ali, a student at Southern Oregon University, participated in the Friday Night Football program as an intern. He worked with the KTVL staff as they covered many of the local high school football games and provided scores and video highlights of local action.

### **Outreach Initiative #3**

Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

KTVL provides on-going training to management and supervisory personnel.

12/02/2010

KTVL-TV hosted training for the Management team on December 2, 2010. Deborah Mills Sr. Director of HR provided training on "Diversity for all Employees" to the VP/GM Kingsley Kelley, the Chief Engineer Carl Randall, News Director Rick Howard, Creative Services Director Mike Gantenbein, Business Manager Jess Hart, General Sales Manager Dan Casey, and NSM Lila Hampton

The management team started the course with a pretest, then moved into the course instruction with the following session objectives: Identify how we are diverse, understand the challenges and opportunities of workplace diversity, help avoid discrimination and follow workplace policy. Relevant EEO laws were discussed and followed by an audio slide show with interactive discussion.

The final segment of the training "Diversity Key Points" discussion included: Diversity respects differences, It encourages new ideas and perspectives, It promotes fairness and allows everyone to contribute to goals and share in success and It helps to create a stronger, more successful organization.

Managers were given Diversity General Rules for all employees to share with their staff, along with the Freedom Communications Anti-Discrimination & Harassment Policy, Freedom Communications American with Disabilities Act and sample interview questions. More discussion followed.

The class ended with an exercise and discussion on the five reasons why organizations care about diversity and have programs to address diversity. The session ended with answers to the pre-test which everyone passed successfully.

This outreach initiative provided updated diversity training for the management team at KTVL and ensures all department managers understand the challenges and opportunities for workplace diversity and how to help avoid discrimination.

In May 2011, Rick Howard and Jess Hart accessed Freedom Communications' on-line Freedom Academy portal to successfully complete the 2011 Preventing Sexual Harassment for Managers training course. This brings all of KTVL's management up to date for this training.

#### **Outreach Initiative #4**

Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

04/07/2011 Freedom Broadcast and WPEC-TV participated in the Palm Beach State College Job Fair. The job fair was held at the Lake Worth Campus Career Center in Florida on Thursday from 9:30am-1:30pm. Deborah Mills Sr Director of HR for Freedom Broadcast and Ursula Peak HR representative for WPEC TV represented WPEC as well as KTVL, KFDM, WTVC WRGB, WCWN, WWMT and WLAJ.

Fifty organizations participated in the event along with ten colleges and universities. Job seekers were given all of the current Freedom Broadcast positions and internship program information as well as the hiring managers and our internship coordinator's direct contact information. We also shared information on the Freedom Communication's web site that also offered more job opportunities within Freedom Communications.

We provided hours of one on one career counseling for jobs in media at our booth. This was a successful outreach initiative that reached out to candidates looking for career guidance as they entered or re-entered the job market.

04/13/2011 The Sr. Director of HR of Freedom Broadcast Deborah Mills participated in the 2011 NAB Career Day held during the NAB 2011 annual conference in Las Vegas, Nevada.

The successful outreach event attracted over 1000 attendees who were comprised of Broadcast professionals, students and job seekers interested in the Broadcast industry. All of the current Freedom Broadcast positions and internship programs were discussed with attendee's who lined up to get a personal and up close look at opportunities at Freedom Broadcast. At this event job seekers were given the hiring manager's direct contact for the position, the contact for the internship coordinator along with resume and interviewing tips for each location.

The supporting letter of participation is attached for this initiative.

04/21/2011 The Southern Oregon University Career Fair was held on the SOU campus in Ashland, Oregon. General Manager Kingsley Kelley and Creative Services Director Mike Gantenbein represented KTVL and spoke to students about careers in communications, journalism, marketing and business at KTVL. Several students expressed interest and received hand-outs detailing eligibility and internships. Five resumes were received from students and one student had a strong interest in a possible internship at the KTVL.

## Positions Advertised

Position	Date Listed	Dated Filled
Interactive Content Producer	08/26/2010	10/07/2010
News Director	07/21/2010	10/18/2010
Reporter	06/08/2010	11/01/2010
Interactive Account Executive	07/28/2010	12/01/2010
Executive News Producer	12/10/2010	12/29/2010
Reporter (Part-time)	01/07/2011	01/20/2011
Reporter	12/10/2010	01/31/2011
Reporter	01/06/2011	02/01/2011
News Anchor	05/08/2010	04/04/2011
Reporter	02/11/2011	06/10/2011
Technical Director/Editor	06/22/2011	06/28/2011
Reporter	07/29/2011	08/26/2011
Photographer/Editor	07/20/2011	08/15/2011